

CONTACT:

Mr. Tai Freligh, Communications Manager
NH Division of Travel and Tourism Development
Phone: (603) 271-2343, Option #2 / **Cell:** (603) 545-4840
URL: www.visitnh.gov

Email: tai.freligh@dred.state.nh.us
Twitter: VisitNH / CanucksLoveNH
Facebook: www.facebook.com/VisitNH
Pinterest: VisitNH **Flickr:** VisitNH

FOR IMMEDIATE RELEASE:**Busy Summer Season Expected for New Hampshire!**

13.6 Million Visitors Expected to Spend \$1.9 Billion This Summer

Concord, NH – New Hampshire state tourism officials expect more visitors than last year, who will spend more money, making for a strong summer season.

According to a report by the Institute for New Hampshire Studies, about 13.6 million visitors will come from out-of-state during the summer, about 1 percent higher than last year. These visitors are anticipated to spend about \$1.9 billion, up by 2 percent from a year ago.

Summer accounts for 40-percent of visitation and spending to New Hampshire, with the July 4th holiday weekend officially launching summer.

“The Fourth of July is our most popular holiday and helps kick off the busiest part of the summer season in New Hampshire,” said Lori Harnois, Director of the New Hampshire Division of Travel and Tourism. “860,000 visitors are expected to come for the five day holiday and spend \$128 million while visiting us,” she added.

Most of the visitors for the three summer months of June, July and August will be from New England, the Middle Atlantic States and eastern Canada.

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov.

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